

ORDER

**KSNV**

Orders
Order / Rev: 108389
Alt Order #: 06868746
Product Desc: 10/31/12-11/6/12
Estimate: 113
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/29/12 / 11/02/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney for President
Demographic: A35+
Product Codes: PLC02-Republican
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/06/12 | 135 | \$110,300.00 | \$93,755.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|------------|---------------------|--------------------|-------------|
| November 2012 | 135 | \$110,300.00 | \$93,755.00 | 0.00 |
| Totals | 135 | \$110,300.00 | \$93,755.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KSNV | 27% | \$110,300.00 |
| Market | 100% | \$408,518.52 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 27% | \$110,300.00 |
| KLVS | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 20% | \$81,703.70 |
| KTUD | 1% | \$4,085.19 |
| KVVU | 20% | \$81,703.70 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 5% | \$20,425.93 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 11/05/12 | 11/06/12 | M-F 6-7a WakeUp w/Wagners | GM | 6-7a | MT----- | :30 | 4 | \$700.00 | 1 | 0.00 | NM | 4 | \$2,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | 4 | | | \$700.00 | | 0.00 | | | |

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 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Romney for President
 Product Desc: 10/31/12-11/6/12
 Estimate: 113

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 16 | KSNV | 10/31/12 | 11/02/12 | Dr. Phil Dr Phil | CM | 3-4p | --WTF-- | :30 | 6 | \$450.00 | 1 | 0.00 | NM | 6 | \$2,700.00 |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$450.00 | | 0.00 | | | |
| E 17 | KSNV | 11/05/12 | 11/06/12 | Dr. Phil Dr Phil | CM | 3-4p | MT----- | :30 | 4 | \$450.00 | 1 | 0.00 | NM | 4 | \$1,800.00 |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$450.00 | | 0.00 | | | |
| E 18 | KSNV | 11/05/12 | 11/06/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm | MT----- | :30 | 4 | \$725.00 | 1 | 0.00 | NM | 4 | \$2,900.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$725.00 | | 0.00 | | | |
| E 19 | KSNV | 10/31/12 | 11/02/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm | --WTF-- | :30 | 6 | \$725.00 | 1 | 0.00 | NM | 6 | \$4,350.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$725.00 | | 0.00 | | | |
| E 20 | KSNV | 10/31/12 | 11/02/12 | M-F Early News M-F Early News | CM | 5-630p | --WTF-- | :30 | 6 | \$1,200.00 | 1 | 0.00 | NM | 6 | \$7,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$1,200.00 | | 0.00 | | | |
| E 21 | KSNV | 11/05/12 | 11/05/12 | M-F Early News M-F Early News | CM | 5-630p | M----- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 2 | \$2,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 22 | KSNV | 11/05/12 | 11/05/12 | M-F Jeopardy M-F Jeopardy | CM | 630-7pm | M----- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 2 | \$1,300.00 | | 0.00 | | | |
| E 23 | KSNV | 10/31/12 | 11/02/12 | M-F Jeopardy M-F Jeopardy | CM | 630-7pm | --WTF-- | :30 | 6 | \$1,300.00 | 1 | 0.00 | NM | 6 | \$7,800.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$1,300.00 | | 0.00 | | | |
| E 24 | KSNV | 10/31/12 | 11/02/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | --WTF-- | :30 | 6 | \$1,300.00 | 1 | 0.00 | NM | 6 | \$7,800.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$1,300.00 | | 0.00 | | | |
| E 25 | KSNV | 11/05/12 | 11/05/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | M----- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 2 | \$1,300.00 | | 0.00 | | | |
| E 26 | KSNV | 11/05/12 | 11/05/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | M----- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 2 | \$2,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 27 | KSNV | 10/31/12 | 11/02/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | --WTF-- | :30 | 6 | \$1,200.00 | 1 | 0.00 | NM | 6 | \$7,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | | 6 | \$1,200.00 | | 0.00 | | | |
| E 28 | KSNV | 10/31/12 | 11/02/12 | | CM | 1135p-1236a | --WTF-- | :30 | 6 | \$500.00 | 1 | 0.00 | NM | 6 | \$3,000.00 |

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Advertiser: Romney for President
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 Estimate: 113

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------------------------------------|-------------------|------------------|-------------|-----|---------------|------------|-----|------|--------|-------|--------------|
| E 40 | KSNV | 11/04/12 | 11/04/12 | Jeopardy in PRIME Jeopardy in Prime | CM | M-SA 8-11p / SUN | -----S | :30 | 1 | \$1,200.00 | 1 | 0.00 | NM | 1 | \$1,200.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| E 41 | KSNV | 11/04/12 | 11/04/12 | LAW & ORDER (synd) P6M Law & Order (synd) PRIME | CM | M-SA 8-11p / SUN | -----S | :30 | 1 | \$1,200.00 | 1 | 0.00 | NM | 1 | \$1,200.00 |
| L&O | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| E 42 | KSNV | 11/04/12 | 11/04/12 | Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----S | :30 | 2 | \$1,100.00 | 1 | 0.00 | NM | 2 | \$2,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | 2 | | \$1,100.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 135 | \$110,300.00 |